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1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

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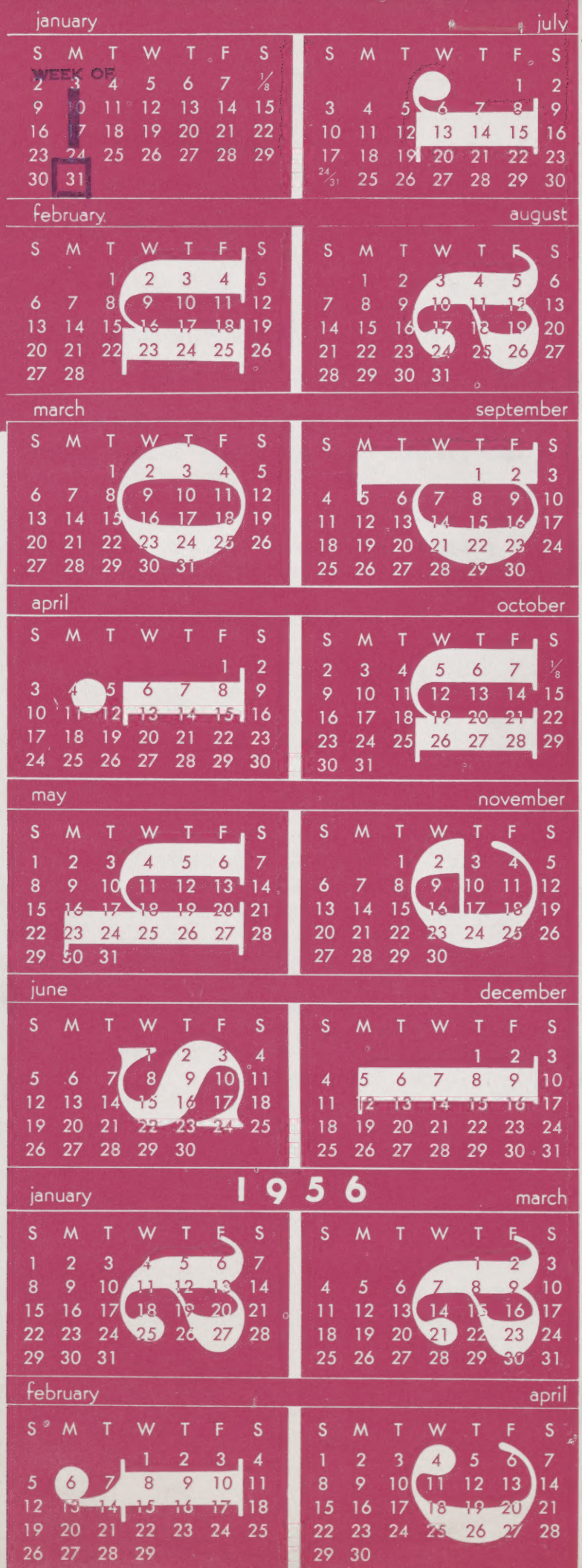
TRAFALGAR 9-2343

WEEK OF



8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, JANUARY 31, 1955

Monday Jan. 31	ADVANCE SPRING & SUMMER UMBRELLAS	POLAN KATZ & CO., INC.	330 FIFTH AVENUE SHOWROOM - 5TH FLOOR
11:00 A.M.- 12:00 Noon	Polan Katz will present their collection of advance Spring and Summer umbrellas. By invitation only. Publicity: Viola Shefer, PL. 3-3173.		
Monday Jan. 31	SHOWING OF SUMMER COLLECTION	HELEN de HUENE	21 EAST 57TH STREET
3:00 P.M.- 6:00 P.M.	Sports, afternoon, cocktail, evening fashions and suits and coats for Summer and the South at 3:00-6:00 P.M. daily. Contact: EL. 5-1337.		
Beginning Monday Jan. 31	OPENING OF SUMMER COLLECTION	HEATHERLANE, INC.	1385 BROADWAY SHOWROOM - 2ND FLOOR
	Summer collection of separates and dresses, designed by Melba Hobson, at continuous daily showings. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Monday Jan. 31	SHOWING OF COTTON COUTURE COATS & SUITS	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Showing by Arthur Jablow of town suits and coats in couture cottons at continuous daily showings. Publicity: Rose Hilton, MU. 5-5133.		
Beginning Monday Jan. 31	OPENING DATES OF PARIS COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	Jan. 31: Ardanse, Mad Carpentier, Manguin, Jean Patou. Feb. 1: Balmain, Christian Dior, Jacques Heim, Alex Maguy, Raphael, Madeleine de Rauch, Nina Ricci, Maggy Rouff. Feb. 2: Vera Borea, Pierre Clarence, Renee Collard, Hubert de Givenchy, Gres, Hermes, Irmone, Michelle Lambert, Lanvin (Castillo), Paquin, Claude Riviere, Worth. Feb. 3: Balenciaga, Carven, Jean Desses, Martial et Armand. Feb. 4: Bruyere, Jeanne Fardeau, Jacques Fath, Jacques Griffe, Germaine Lecomte, Amy Linker, Revillon. Feb. 5: Renee Lise, Charles Montaigne, Madeleine Vramant. Feb. 7: Chanel, Helen Hubert, Henry a la Pensee. Feb. 9: Valentine Bourgade, Calixte, Georgette Renal. Feb. 10: Raymonde Coste. Feb. 11: Carmine. Feb. 12: Chauvel. Feb. 15: Janine Germaine. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.		
Beginning Tuesday Feb. 1	OPENING OF SUMMER COLLECTIONS	ARKAY; MARGOT; JUNIOR FORMALS	498 SEVENTH AVENUE SHOWROOMS - 19 & 20
11:00 A.M.	Madeleine Fauth--Arkay Jr. Frocks, 11:00 (thereafter 11:00 & 4:00); Anne Fogarty--Margot Dresses, 2:00 (thereafter 10:00 & 3:00); Rappi--Junior Formals, 3:30 (thereafter 11:00 & 2:00). Contact: Wm. Durland, LO.5-2626.		
Beginning Tuesday Feb. 1	OPENING OF SUMMER COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
10:30 A.M.	Mr. Mort will present his Summer collection at 10:30 A.M. and 2:30 P.M. daily for 2 weeks. (First week by invitation). Contact: OX. 5-4760.		

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Tuesday Feb. 1 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
	Eleventh Annual "March of Dimes" Fashion Show presented for the benefit of The National Foundation For Infantile Paralysis. Prices: Luncheon and fashion show--$25.00, $50.00, $75.00; fashion show only--$10.00. Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday Feb. 1 4:00 P.M. Cocktails	PREVIEW OF SUMMER DRESS COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Preview for press and resident buyers of David Crystal's Summer dress collection. By invitation. Showings daily thereafter at 10:30 A.M. Publicity: Terry Mayer at David Crystal, BR. 9-6560.		
Beginning Tuesday Feb. 1	FIRST COLLECTION OF TYROLIENNE ORIGINALS	EUROPE-CRAFT IMPORTS	488 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Tyrolienne originals, made in Bavaria, featuring cotton dresses, separates and coordinates and Loden-cloth jackets. By appointment only. Contact: Herman Feigenheimer, CH. 4-2792. Publicity: Sidney Dee Bloeme, JU.6-4490.		
Wednesday Feb. 2- Feb. 3 8:30 A.M. Breakfast	PREVIEW OF MISSES & JUNIOR COLLECTIONS	CAROLYN SCHNURER, INC.	1410 BROADWAY SHOWROOM - 23RD FLOOR
	Four previews--Feb. 2: 8:30 A.M. and 12:00 Noon; Feb. 3: 8:30 A.M. and 12:00 Noon. By invitation. Daily box luncheon for the trade, beginning Fri., Feb. 4 at 12:00 Noon: showing at 12:30 P.M. Contact: Lee Weber at Carolyn Schnurer, CH. 4-4587.		
Beginning Wednesday Feb. 2 11:30 A.M.	OPENING OF SUMMER DRESS COLLECTION	ABE SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Abe Schrader will present Summer dresses, suits and ensembles at 11:30 A.M. daily. Publicity: Betty Yarmon at Abe Schrader, LO. 4-9194.		
Wednesday Feb. 2 12:30 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	DON MARSHALL, INC. (53 E. 54TH ST.)	HOTEL PIERRE COTILLION ROOM
	Don Marshall will present Spring millinery fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday Feb. 2 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM
	Preview of Benham Originals Summer collection. By invitation only. Daily trade showings beginning Tues., Feb. 8 at 2:30 P.M. Contact: CH. 4-0450.		
Beginning Tuesday Feb. 2	OPENING OF SPRING & SUMMER COLLECTIONS	BELLCIANO, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
	Bellciano will present Spring and Summer separates, designed by Joset Walker, at continuous daily showings. Contact: Peggy Cantor, LA. 4-2036.		
Thursday Feb. 3 11:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS	ROSETTE PENNINGTON	20 EAST 56TH STREET 4TH FLOOR
	Rosette Pennington will present Spring bridal and bridesmaid fashions. By invitation only. Publicity: Ruth English, PL. 9-3737.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Feb. 3 3:00 P.M.	PREVIEW OF JUNIOR SUMMER COLLECTION	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Special preview for press and buying offices. By invitation. Trade showings beginning Tues., Feb. 8 at 10:30 A.M. and 3:00 P.M. daily. Contact: Ray Horwitz, LO. 4-1860.		
Thursday Feb. 3 4:00 P.M.	PREVIEW OF SUMMER COLLECTION	PHILIP HULITAR, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Philip Hulitar will preview his Summer collection. Trade showings daily thereafter at 10:00 A.M. and 4:00 P.M. By appointment. Contact: Peter Galligan, BR. 9-7880.		
Thursday Feb. 3 4:00 P.M.	PREVIEW OF SUMMER DRESS COLLECTION	DONALD DRESS	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Continuous trade showings beginning Mon., Feb. 7. Contact: LO. 5-0525.		
Feb. 6	BOY SCOUT ANNIVERSARY WEEK (Feb. 6-12).		

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

MONDAY, FEBRUARY 7		
Herbert Sondheim	10:30 A.M.	530 7TH, LA. 4-7540
A. Goodman & Co.	10:30 A.M. & 1:30 P.M.	530 7TH, WI. 7-4077
Frank Starr, Inc.	1:00 P.M.	530 7TH, LA. 4-7690
Paul Parnes Corp.	2:30 P.M.	498 7TH, CH. 4-4600
Ben Barrack, Inc.	Continuous daily	498 7TH, LO. 4-3923
Martin Simon, Inc.	Continuous daily	498 7TH, LA. 4-2877
TUESDAY, FEBRUARY 8		
Ben Reig, Inc.	10:00 A.M., Tues., Wed., Thurs.	498 7TH, CH. 4-1542
Jack Horwitz Assoc.	10:30 A.M. & 3:00 P.M.	498 7TH, LO. 4-1860
Talmack, Inc.	1:00 P.M.	530 7TH, BR. 9-1195
Grabois	1:15 P.M.	498 7TH, CH. 4-2767
International Dress.	2:00 P.M.;Thereafter 10:30 & 2:00.	1400 Bway,LA. 4-7100
Larry L. Aldrich Co.	2:30 P.M.	530 7TH, CH. 4-1872
David Levine Co.	2:30 P.M.	530 7TH, LA. 4-0237
Samuel Winston, Inc.	4:00 P.M.	530 7TH, CH. 4-2617
WEDNESDAY, FEBRUARY 9		
William Fox, Inc.	1:00 P.M.	530 7TH, OX. 5-4070
Harvey Berin, Ltd.	1:00 P.M. & 4:00 P.M.	530 7TH, PE. 6-0206
Rudolf Gowns	1:15 P.M.	530 7TH, WI. 7-6865
THURSDAY, FEBRUARY 10		
Nat Kaplan, Inc.	1:15 P.M.;Thereafter 10:30; 1:15; 4:00	498 7TH, LO. 5-4115
Ed Gerrick, Inc.	2:30 P.M.	550 7TH, LO. 4-1820

Contact: Leonard W. Gendler, FOGA Exec. Secy., 1440 Broadway, CH. 4-6945.

Beginning Monday Feb. 7 10:30 A.M.	OPENING OF SUMMER COLLECTION	LEONARD ARKIN & SON, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Presentation of the Leonard Arkin Summer collection at 10:30 A.M. daily. Contact: WI. 7-5324.		
Beginning Monday Feb. 7 2:30 P.M.	OPENING OF SUMMER COLLECTION	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Showing of the Varden Petite Summer collection at 2:30 P.M. daily. Contact: Agatha Phillips, PE. 6-5460.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.
(Formerly THE SPORTSWEAR GUILD)

MONDAY, FEBRUARY 7
Star-Maid Dresses, Inc. . 10:30 A.M. . . . . 498 7TH, PE. 6-0444

TUESDAY, FEBRUARY 8
Adler & Adler, Inc. . . . 10:30 A.M. . . . . 550 7TH, BR. 9-9600
Kane-Weill. . . . . 10:30 A.M. . . . . 498 7TH, LO. 5-3041
Sport-Craft, Inc. . . . . 2:30 P.M. (Thereafter 10:30 & 2:30) 550 7TH, LA. 4-9724

WEDNESDAY, FEBRUARY 9
Davidow . . . . . 10:30 A.M. . . . . 550 7TH, PE. 6-6909
David M. Goodstein, Inc. . 10:30 A.M. . . . . 550 7TH, LA. 4-2577

THURSDAY, FEBRUARY 10
Zoltan Rosenberg Co. . . 2:30 P.M. . . . . 550 7TH, LA. 4-6691

Contact individual manufacturers.

Monday Feb. 7 2:30 P.M.	PREVIEW OF SUMMER COLLECTION	J. R. McMULLEN CO.	530 SEVENTH AVENUE SHOWROOM - 28TH FL.
	J. R. McMullen Co. will present their Summer collection at 2:30 P.M. daily. By invitation. Publicity: The Miles, 58 W. 40th St., LO. 4-5150.		
Monday Feb. 7 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW-- "ART AS YOU LIKE IT"	SUSAN BRAUN	HYDE PARK HOTEL 25 E. 77 (RM. 1016)
	Susan Braun will introduce a new home furnishings decorative art service. By invitation. Publicity: Eileen S. Milling, 550 Fifth Ave., CI. 5-6521.		
Monday Feb. 7- Feb. 18	OPENING OF SUMMER COLLECTION	MINX MODES	HOTEL NEW YORKER SUITE 2431
	Minx Modes will present their Summer collection. Daily showings by appointment only. Publicity: The Miles, 58 W. 40th St., LO. 4-5150.		
Tuesday Feb. 8 8:15 A.M. Breakfast	SHOWING & DISCUSSION OF NEW NOTIONS	KLEINERT'S	HOTEL SHERATON ASTOR GRAND BALLROOM
	"Breakfast on a Notion Liner"--showing of 1955 notions by Kleinert's. Host: Egil E. Krough, president, Sibley, Lindsay & Curr, Rochester. Staged by Lester Gaba. By invitation. Publicity: Virginia MacAuley, at Kleinert's, MU. 2-8891.		
Tuesday Feb. 8 9:00 A.M. Coffee	PREVIEW OF SUMMER COLLECTION	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
	Maria Krum will present her Summer collection. By invitation. Continuous daily trade showings. Contact: Dick Collin, CI. 7-3060.		
Tuesday Feb. 8 10:00 A.M.	OPENING OF SUMMER COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FL.
	The Adele Simpson Summer collection will be presented at 10:00 A.M. on Tuesday, Wednesday and Thursday. By invitation only. Contact: Nancy Hambly, LA. 4-7626.		
Beginning Tuesday Feb. 8 10:30 A.M.	OPENING OF SUMMER COLLECTION	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FL.
	Sam Friedlander will present the Summer collection of "Separables", cocktail and evening fashions at 10:30 A.M. daily. Contact: PE. 6-2663.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 8 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
	B. H. Wragge will present the Summer collection to the press. Trade showings at 10:30 A.M. on Feb. 9, 10, 14, 15, 17. By invitation only. Contact: Marian C. Mitchell, WI. 7-4968.		
Tuesday Feb. 8 12:00 Noon Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
	Press showing of Tatiana du Plessix' Spring custom millinery. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		
Tuesday Feb. 8 12:00 Noon	OPENING OF SUMMER COLLECTION	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Mollie Parnis will show her collection at 12:00 daily. Contact: BR.9-5014.		
Tuesday Feb. 8 12:00 Noon Luncheon	PREVIEW OF SUMMER COLLECTION	JANICE MILAN & PEZZUTO, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Janice Milan & Pezzuto will present their Summer collection, designed by Mr. Norman. By reservation. Continuous daily trade showings thereafter. Contact: Alice Schneider, LO. 4-7940.		
Tuesday Feb. 8 1:00 P.M.	OPENING OF SUMMER COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showings at 1:00 P.M. daily. Contact: Bill Laird, BR. 9-1195.		
Tuesday Feb. 8 1:00 P.M.	OPENING OF SUMMER COLLECTION	ELFREDA, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Showings at 1:00 P.M. daily. Contact: CH. 4-2659.		
Tuesday Feb. 8 2:30 P.M.	OPENING OF SUMMER COLLECTION	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Daily showings at 2:30 P.M. By appointment. Contact: LO. 4-2155.		
Tuesday Feb. 8 2:30 P.M.	OPENING: SUMMER DRESS COLLECTION	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Showing of David Levine's Summer dresses at 2:30 P.M. daily. Contact: LA. 4-0237.		
Beginning Tuesday Feb. 8 2:30 P.M.	OPENING OF SUMMER COLLECTION	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	"Cotton Bouquet"--presentation of the Jerry Parnis Summer collection at 2:30 P.M. daily. Contact: CH. 4-0619. Publ.: Mildred Kaldor, MU. 9-5420.		
Tuesday Feb. 8 3:30 P.M. Cocktails 4:15 P.M. Show	SWISS FABRIC FASHION SHOW	COTTON INDUSTRIES OF SWITZERLAND	HOTEL PIERRE BALLROOM
	Leading American designers and manufacturers will present Spring and Summer fashions made from Swiss fabrics. Included will be daytime, cocktail, evening clothes, sportswear, blouses, lingerie, children's wear and bridal gowns. By invitation only. Contact: William P. Flanders, Swiss Fabric Group, 110 E. 42nd St., OX. 7-0022.		
Tuesday Feb. 8 4:00 P.M.	SUMMER DRESS COLLECTION BY KASPER	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Arnold & Fox will present their Summer dress collection, designed by Kasper, at 4:00 P.M. daily. Contact: CH. 4-3914.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Feb. 8 4:00 P.M.	OPENING OF SUMMER COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Harmay will present their Summer collection of dresses, suits and costumes. Daily showings thereafter at 4:00 P.M.;by reservation only. Publicity: Pauline Greene, 10 E. 39th St., MU. 3-1150.		
Beginning Tuesday Feb. 8	COCKTAIL & FORMAL FASHIONS BY TED SHORE	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Will Steinman presents Spring and Summer dance dresses, styled by Ted Shore, for juniors and misses, featuring a special group of "Nylebrode" in evening wear. Previews by appointment only. Contact: WI. 7-7326.		
Beginning Tuesday Feb. 8	OPENING OF SUMMER COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Continuous daily showings. Contact: Florence Farmer, BR. 9-5991.		
Beginning Wednesday Feb. 9 9:00 A.M.; 3:30 P.M.	PREVIEW OF SUMMER FASHIONS	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FLOOR
	"Charm" Magazine previews Summer fashions for women who work from its May-June "Two Weeks With Pay" issues; featuring a promotion and display blueprint. May merchandise on display beginning Feb. 9; June merchandise, beginning March 2. Contact: "Charm" Promotion Department, PL. 9-2080.		
Wednesday Feb. 9 9:15 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM - 3RD FLOOR
	The Allied Kid Company's Fall-Winter 1955 collection will be previewed: Feb. 9 at 9:15 A.M.--Fashion Press and Shoe Stylists; Feb. 9 at 3:30 P.M.--Buying Office Fashion Coordinators, Fashion Publicists, Department Store Fashion Coordinators; Feb. 10 at 9:15 A.M.--Fabric, Hosiery and Accessory Stylists. By invitation. Contact: Dorothy Campbell, MU. 6-1623.		
Wednesday Feb. 9 9:30 A.M. Breakfast	PREVIEW OF SUMMER SPORTSWEAR COLLECTION	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Preview of Greta Plattry's Summer collection of sportswear, dresses, separates and beach clothes. By invitation only. Continuous daily showings thereafter. Publicity: Margaret Hodge, BR. 9-2643.		
Wednesday Feb. 9 9:30 A.M. & 2:00 P.M.	OPENING OF 1955 BLANKET COLLECTION	ST. MARYS WOOLEN MFG. CO.	200 MADISON AVENUE SHOWROOM - 2ND FLOOR
	St. Marys will present new colors, new weaves and styles in blankets. Press--9:30 A.M.-11:00 A.M. (Breakfast); Buyers and buying offices--2:00 P.M. (Cocktails). By invitation only. Contact: Mr. R.C. French at St. Marys, MU. 4-3046. Publicity: Florence Brobeck, MU. 8-8197.		
Wednesday Feb. 9 12:00 Noon Luncheon	EXHIBITION: MAN-MADE FIBERS AND FABRICS	NAT'L HOME FASHIONS LEAGUE (141 E. 44TH ST.)	HOTEL ROOSEVELT BALLROOM
	M.C.:Miss Duncan MacDonald, TV consultant. Speaker: Howard Ketcham, on "Improved Eye Appeal--Fabric Values." Co-Chmn.: Louise Nickerson and Isabelle Shaver. Price: $6.50, members; $7.50, guests. Contact: Josephine Brush, MU. 7-8122.		
Wednesday Feb. 9 12:30 P.M. Luncheon	"FASHIONS FOR 'ROUND THE CLOCK" - LUNCHEON SHOW	MANUFACTURERS & DESIGNERS	HOTEL PIERRE COTILLION ROOM
	Coordinated fashions at luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 9 12:30 P.M. Luncheon	PRESS PREVIEW OF SUMMER COLLECTION	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Hannah Troy will present her Summer collection to the press. Showing at 1:00 P.M. By invitation only. Trade showings, beginning Thurs., Feb. 10, at 1:00 P.M. daily. Publicity: Gladys Steiner, Lester Harrison, MU. 9-1630.		
Wednesday Feb. 9 1:00 P.M.& 4:00 P.M.	SHOWING OF JUNIOR SUMMER COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Summer collection of junior daytime and cocktail fashions at 1:00 and 4:00 P.M. daily. Contact: Ellen Rowsell, LO. 4-0462.		
Beginning Wednesday Feb. 9 1:15 P.M.	OPENING OF SUMMER COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Oleg Cassini's Summer collection will be presented at 1:15 P.M. daily. Contact: Dorothy Lambert, at Oleg Cassini, ~~BR. 9-5986~~. LO 5-6453		
Wednesday Feb. 9 2:30 P.M.	PRESS PREVIEW: SUMMER COLLECTION BY BRIGANCE	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Sportsmaker will present a press preview of bathing suits, beachwear, playclothes, separates, and dresses for Summer, designed by Brigance. By invitation only. Trade showings daily thereafter at 2:30 P.M. Contact: Julie Isles at Sportsmaker, LO. 3-1534.		
Beginning Wednesday Feb. 9 2:30 P.M.	SUMMER COLLECTION BY CEIL CHAPMAN	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showing of Ceil Chapman's Summer collection at 2:30 P.M. daily. Publicity: Alto Schifrine, LA. 4-5800.		
Wednesday Feb. 9 4:00 P.M.	PREVIEW: SPRING & SUMMER COLLECTIONS	ELEANORA GARNETT	47 EAST 51ST STREET SALON
	Mme. Garnett will present her Spring and Summer collections to the press. By invitation only. Publicity: Elizabeth Maher Assoc., EL. 5-4248.		
Beginning Wednesday Feb. 9	OPENING OF SUMMER DRESS COLLECTION	ESTHER REIFER, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Summer dress collection at continuous daily showings. Contact: LA. 4-5111.		
Thursday Feb. 10 10:30 A.M.	PRESS PREVIEW OF SUMMER COLLECTION	TINA LESER, INC.	23 WEST 57TH STREET SHOWROOM - 3RD FLOOR
	Daily trade showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: EL. 5-5540. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday Feb. 10 10:30 A.M.- 11:30 A.M.	SHOWING OF FOUNDATIONS FOR SPRING INTO SUMMER	SARONG, INC.	200 MADISON AVENUE SHOWROOM - 11TH FLOOR
	Private press showing of new Sarong girdles. By invitation only. Contact: Ruth LeBron, CO. 5-2772.		
Thursday Feb. 10 11:00 A.M.	PRESS PREVIEW: SPRING CUSTOM MILLINERY	JAY THORPE	4TH FLOOR
	Jay Thorpe will present Martin Belasco's Spring custom millinery. By invitation only. Publicity: Jane Negbaur, JU. 6-1000.		

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Thursday Feb. 10 12:00 Noon Luncheon	PREVIEW OF SUMMER DRESS COLLECTION	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview of Dan Keller's Summer dress collection for press and resident buyers. By invitation only. Continuous daily showings thereafter. Publicity: Margaret Hodge, BR. 9-2643.		
Thursday Feb. 10 12:00 Noon Luncheon	PREVIEW OF NEW COLLECTION	GRENELLE	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Grenelle announces the opening of their new firm and showing of misses cocktail and afternoon Summer dresses, designed by Luis Estevez. By invitation. Contact: LO. 4-5820. Publicity: Mildred Kaldor, MU. 9-5420.		
Thursday Feb. 10 2:30 P.M.	OPENING OF SUMMER COLLECTION	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Clare Potter will present her Summer collection, with daily showings at 2:30 P.M. Contact: Lorraine Kehoe, PE. 6-4167.		
Thursday Feb. 10 5:00 P.M.	COUTURE & BOUTIQUE COLLECTIONS FOR SUMMER	JANE DERBY, INC.	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
	Press preview of Jane Derby's Summer couture and boutique collections. By invitation. Trade showings beginning Fri., Feb. 11 at 10:30 A.M. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU.8-2130.		
Friday Feb. 11 10:30 A.M.	PRESS SHOWING OF SUMMER COLLECTION	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvan Rich will present the Martini Summer collection. Trade showings beginning Thurs., Feb. 10 at 10:30 A.M. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Friday Feb. 11 1:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	William Fox will present his Summer collection to the press. By invitation only. Trade showings beginning Wed., Feb. 9 at 1:00 P.M. daily. Publicity: Mildred Kaldor, MU. 9-5420.		
Sunday Feb. 13- Feb. 17	MIAMI FASHIONS IN NEW YORK	MIAMI FASHION COUNCIL	HOTEL NEW YORKER
	Special feature will be fashions specifically for American sports cars. Publicity: Trudy Bach at Hirshon-Garfield, 745 Fifth Avenue, MU. 8-8900.		
Wednesday Feb. 16 12:30 P.M. Luncheon	SPRING COATS & SUITS AT LUNCHEON	MONTE-SANO & PRUZAN	HOTEL PIERRE COTILLION ROOM
	Spring coats and suits at luncheon. Press by invitation. Public by reservation. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Thursday Feb. 17 11:30 A.M.	OPENING OF SUMMER DRESS COLLECTION	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Afternoon, cocktail, and evening fashions at 11:30 A.M. daily. Contact: CH. 4-5693.		
Thursday Feb. 17 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOWING	OHRBACH'S	HOTEL PLAZA PERSIAN ROOM
	Ohrbach's will present their Spring collection of Oval Room millinery. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Ohrbach's Publicity: Mark Klauser, OX. 5-4000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday March 1 9:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS	OLDRIC ROYCE	16 EAST 52ND STREET SALON
	Oldric Royce will present a press preview of his custom-order collection. By invitation only. Publicity: Nona James, 20 W. 43rd St., CH. 4-7658.		
Tuesday March 1 11:00 A.M.	PRESS PREVIEW: FASHIONS BY HOWARD GREER	JAY THORPE	4TH FLOOR
	Jay Thorpe will present Spring and Summer fashions by Howard Greer. By invitation. (Customer showing at 2:30 P.M.) Publ: Jane Negbaur, JU.6-1000.		

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Wednesday March 2	BERGDORF GOODMAN At 5:30 P.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF,	PL. 3-7300
Thursday March 3	SAKS FIFTH AVE. At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: CAROLYN HAIGHT,	PL. 3-4000
Tuesday March 8	HENRI BENDEL At 10:30 A.M.	10 WEST 57TH ST. (Bendel Originals and French Imports)	PUBL: FRANCES ANDERSON,	CI. 7-1100
Wednesday March 9	ELIZABETH ARDEN At 3:00 P.M.	691 FIFTH AVE. (Custom-order and Ready-to-Wear)	PUBL: RASPONI ASSOC.,	TE. 8-8171
Thursday March 10	HATTIE CARNEGIE At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH,	PL. 5-2600
Friday March 11	BONWIT TELLER At 3:00 P.M.	721 FIFTH AVE.	CONT: SOPHIE SHONNARD,	EL. 5-6800

Monday March 7 11:30 A.M.& 3:00 P.M.	PRESS PREVIEW OF MURIEL KING FASHIONS	STEIN & BLAINE, INC.	13 WEST 57TH STREET SALON
	Press showings of Muriel King Spring collection and Stein & Blaine furs at 11:30 A.M. and 3:00 P.M. By invitation only. Contact: PL. 3-7700.		
Wednesday March 9 12:30 P.M. Luncheon	FASHIONS BY IRENE OF CALIFORNIA	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
	Gunther Jaeckel will present Spring fashions by Irene of California at luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday March 9 12:30 P.M. Luncheon	SPRING "GREEN ROOM" FASHION SHOW	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
	Bloomingdale's ready-to-wear Spring fashion show will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Friday March 11 10:00 A.M.& 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
	The Fashion Group will present its semi-annual Import Fashion Show at 10:00 A.M. (breakfast) and 12:00 Noon (luncheon). Contact: CI.7-3940.		

MOVIES...MUSIC...THEATRE...OPERA

Monday Jan. 31

THIRTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Mon., Jan. 31: Verdi's OTELLO. Tues., Feb. 1: Mozart's LE NOZZE DI FIGARO. Wed., Feb. 2: Massenet's MANON. Thurs., Feb. 3: Puccini's LA BOHEME. Fri., Feb. 4: Verdi's LA TRAVIATA. Sat., Mat., Feb. 5: Bizet's CARMEN. Sat., Eve., Feb. 5: Puccini's TOSCA. Publ.: Francis Robinson, PE. 6-1200.

Wednesday Feb. 2

PREMIERE: "BATTLE CRY" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD STREET
Warner Bros. CinemaScope-WarnerColor production of the best-selling novel by Leon M. Uris starring Van Heflin, Aldo Ray, Mona Freeman, Nancy Olsen, James Whitmore, Raymond Massey, Tab Hunter, Dorothy Malone, Anne Francis. Director: Raoul Walsh. Costumes: Moss Mabry. Warner Publicity: Eve Siegel, CI. 6-1000.

Wednesday Feb. 2- Feb. 13

OPENING: "THE WISTERIA TREES" N.Y. CITY CENTER, 131 WEST 55TH STREET
Joshua Logan's play based on Chekov's "The Cherry Orchard" starring Helen Hayes and Ella Raines, Walter Matthau, Bramwell Fletcher with Lois Smith, Will Gear, Cliff Robertson. Director: John Stix. Costumes: Lucinda Ballard. Lighting by Feder. Publicity: Tom Trinkel at Jean Dalrymple's office, MU. 8-3847.

Friday Feb. 4

PREMIERE: "THE RACERS" (Movie) ROXY THEATRE, 7TH AVE. & 50TH STREET
20th Century-Fox CinemaScope DeLuxe Color production about Europe's auto races. Starring: Kirk Douglas, Bella Darvi, Gilbert Roland with Cesar Romero, Lee J. Cobb, Katy Jurado. Producer: Julian Blaustein. Director: Henry Hathaway. Costume direction: Charles Le Maire; by: Kay Nelson. 20th Century Publicity: Bob Fleisher, CO. 5-3320.

Thursday Feb. 3

OPENING: "THE SOUTHWEST CORNER" HOLIDAY THEATRE, B'WAY AT 47TH STREET
John Huntington will present Eva LeGallienne in a new play by John Cecil Holm based on the novel by Mildred Walker. About an 83 year old Vermont lady who tries to hold on to her ancestral farm house. Featuring: Enid Markey, Parker Fennelly, Jean Gillespie, Frieda Altman, Ray Boyle, Robinson Stone. Director: George Schaefer. Setting and lighting: Ralph Alswang. Costumes: Paul McGuire. Publicity: Lewis Harmon, CH. 4-1482.

Beginning Monday Feb. 7

OPENING: "ESCUDERO" PLAYHOUSE, 137 WEST 48TH STREET
Escudero and his singers, dancers and musicians will be presented by Maurice Attias for 2 weeks only. Publicity: Gerald Goode, UN. 5-6904.

Tuesday Feb. 8 8:40 P.M.

PREMIERE: "CINERAMA HOLIDAY" (Movie) WARNER THEATRE, B'WAY & 47TH ST.
Stanley Warner Cinerama Corp. presents the Louis de Rochemont production of the travels of two young couples in America and Europe. Directors: Robert Bendick and Philip De Lacey. Music by Morton Gould. (Jacques Fath fashion show in movie). For the benefit of and to honor the 50th anniversary of the Travelers Aid Society of N.Y. Tickets: $3.00-$15.00. Contact: Charlotte McDonald at Travelers Aid, 144 E. 44th St., MU. 2-6300. Cinerama Publicity: Lynn Farnol, Public Relations, JU. 6-5777.

Wednesday Feb. 9

OPENING: "THE DARK IS LIGHT ENOUGH" ANTA THEATRE, 245 WEST 52ND ST.
Katherine Cornell and Roger L. Stevens (by arrangement with H. M. Tennent, Ltd.) present Christopher Fry's new play starring Katherine Cornell and Tyrone Power with Arnold Moss, John Williams, Marian Winters, for a limited engagement of 12 weeks. Director: Guthrie McClintic. Settings and costumes: Oliver Messel. Publ.: William Fields, PL. 7-6938.